

FIG. 1

LINE NO.	CODE
92	<script src= 'http://bslserver.domainname.com/ cgi-bin/bslservercall.cgi'>
98	</script>
100	<script>!--
104	BSLStart();
108	//--</script>

36

FIG. 2

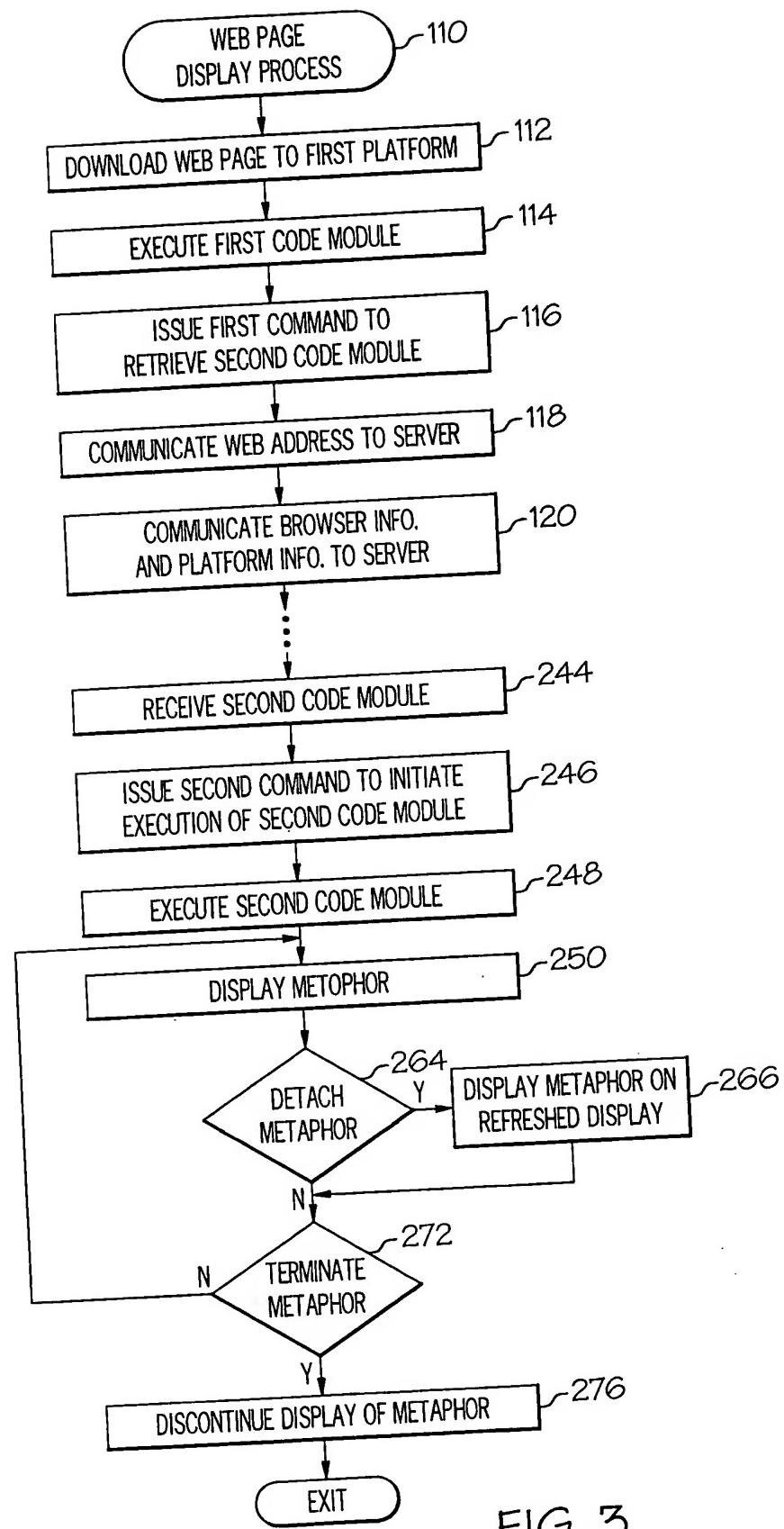


FIG. 3

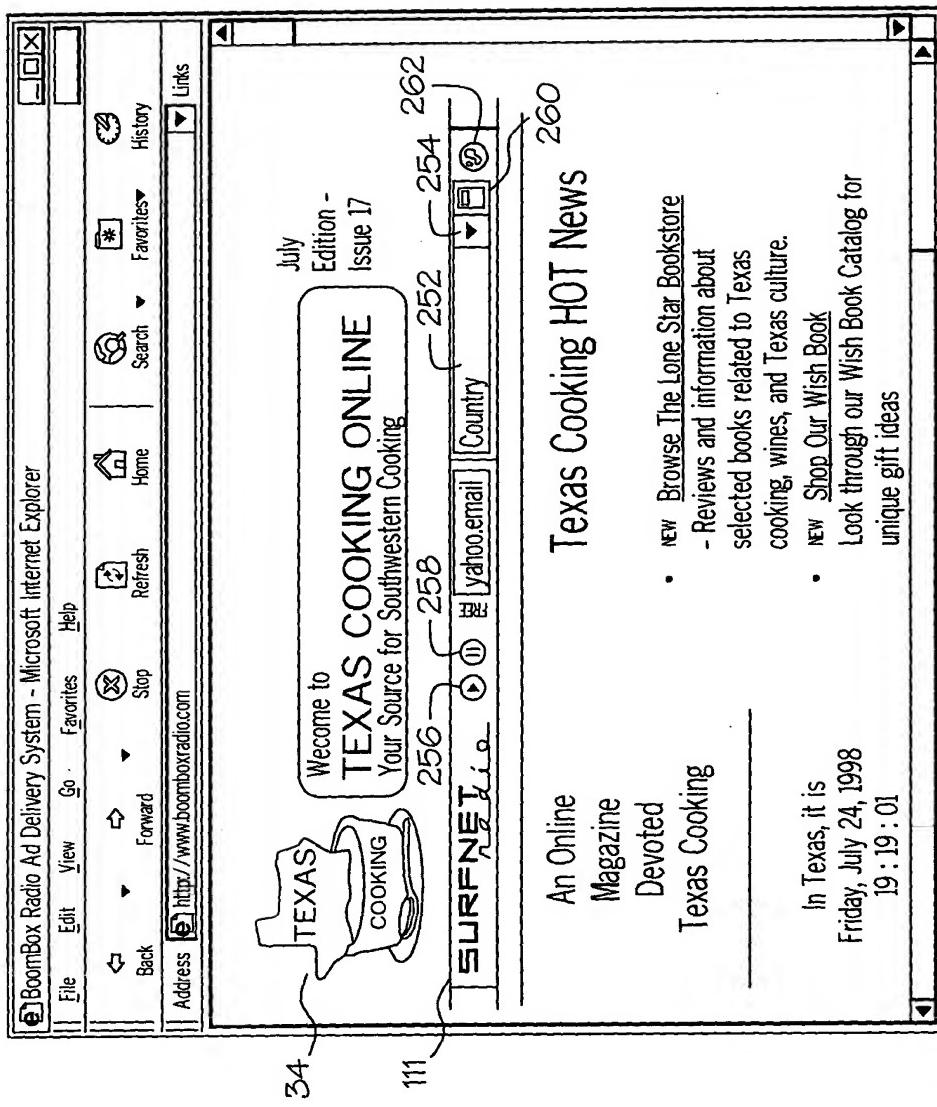


FIG. 4  
48

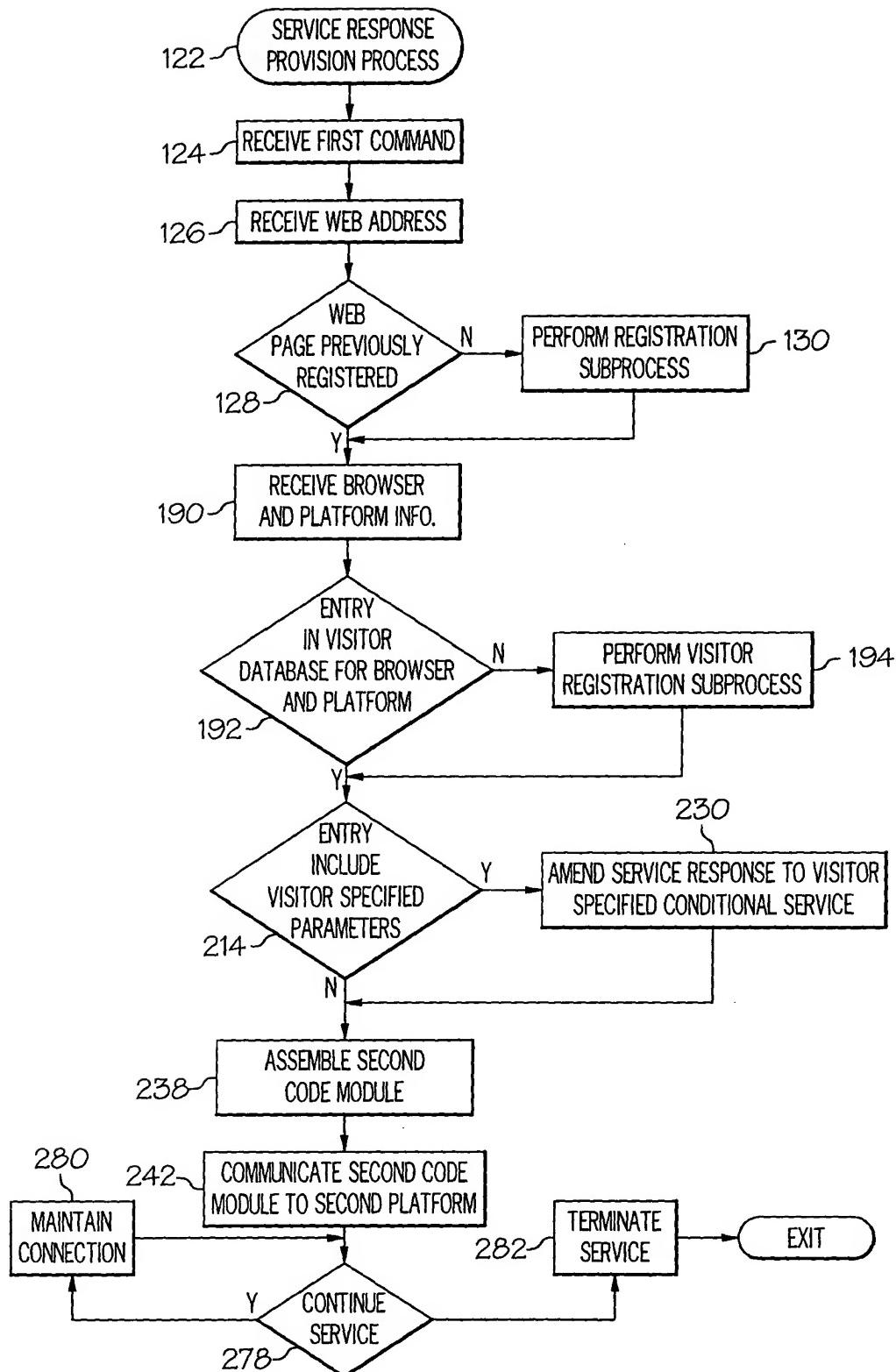


FIG. 5

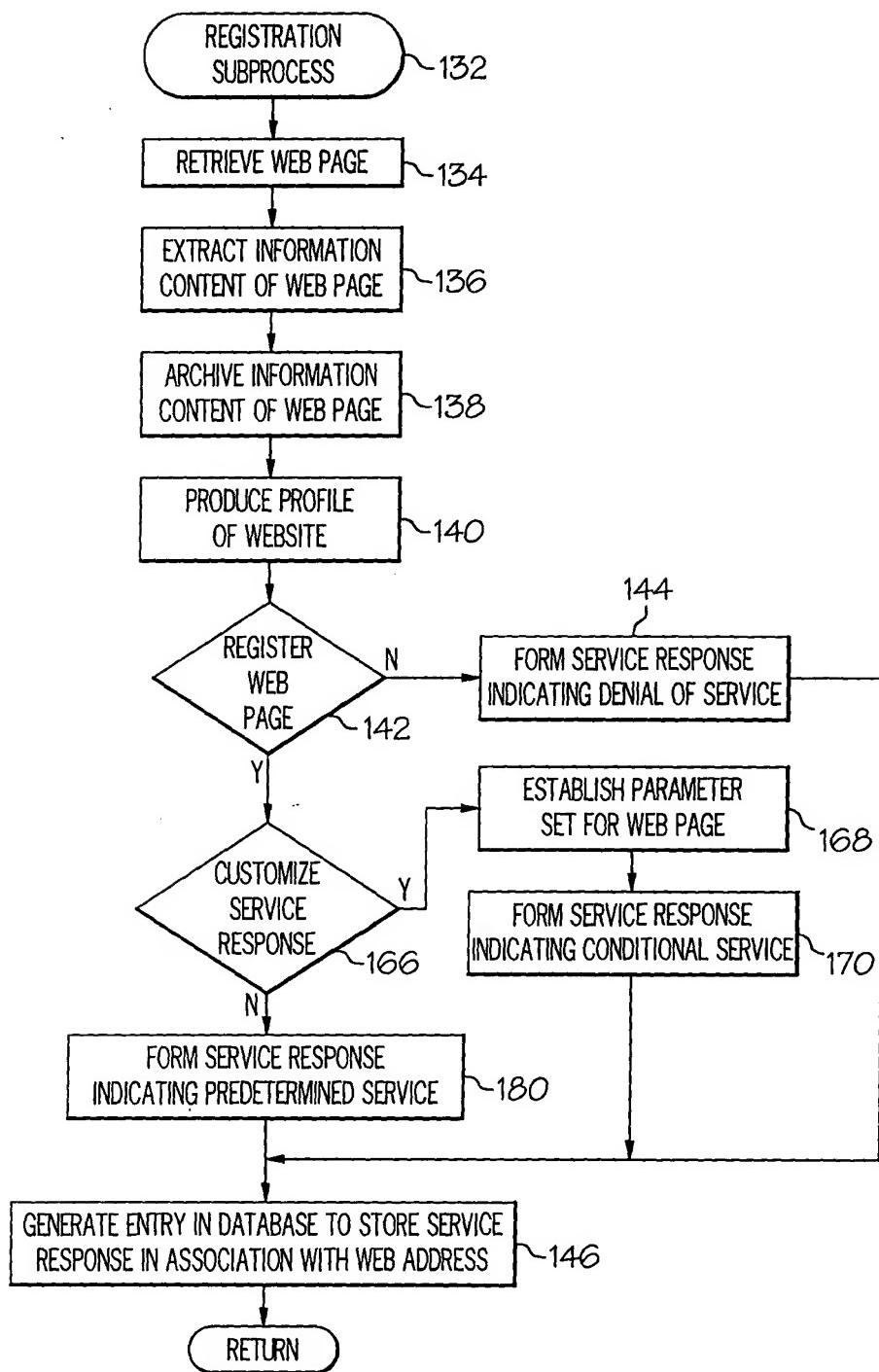


FIG. 6

WEB ADDRESS FIELD	PROFILE FIELD	SERVICE RESPONSE FIELD	PARAMETER SET FIELD
URL 1 160	RECREATION/ GOLF	DENIAL OF 176 SERVICE	DENIAL CONTENT
URL 2 174	TEXAS COOKING	CONDITIONAL 186 SERVICE	CONDITIONAL CONTENT (INCLUDING URL 5)
URL 3 184	WEDDING	PREDETERMINED 186 SERVICE	PREDETERMINED CONTENT
URL 4	FOOTBALL 234	PREDETERMINED SERVICE (FLAG- 176 CONDITIONAL SERVICE FOR TRACKING INDEX 60)	PREDETERMINED CONTENT 236
⋮		⋮	
URL n		•	

FIG. 7

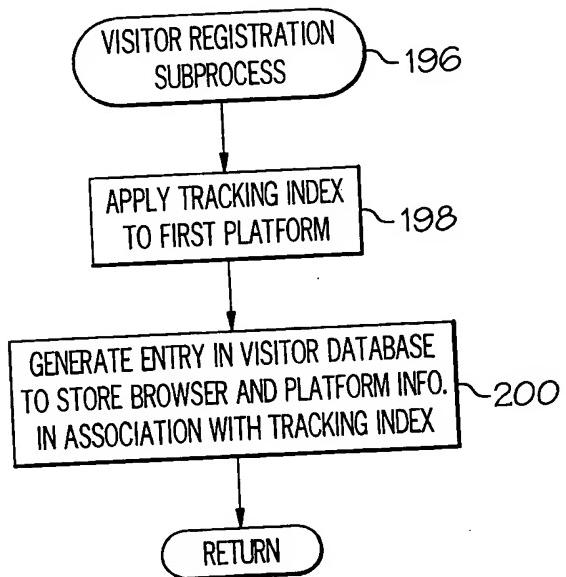
68

FIG. 8

The diagram illustrates a database table structure with the following annotations:

- Row 1:** Contains four columns labeled **TRACKING INDEX**, **BROWSER ID**, **PLATFORM ID**, and **VISITOR PREFERENCES**. Above the first column is the reference number **202**. Above the second column is **204**. Above the third column is **206**.
- Row 2:** Contains four columns labeled **SECOND PLATFORM**, **BROWSER INFO**, **PLATFORM INFO**, and **VISITOR SPECIFIED PARAMETER SET**. Above the first column is **210**. Above the second column is **204**. Above the third column is **206**. Above the fourth column is **208**.
- Cell 2,3:** Contains the value **56**. Above this cell is the reference number **60**.
- Cell 3,3:** Contains the value **58**. Above this cell is the reference number **212**.

TRACKING INDEX	BROWSER ID	PLATFORM ID	VISITOR PREFERENCES
SECOND PLATFORM	BROWSER INFO	PLATFORM INFO	VISITOR SPECIFIED PARAMETER SET
	56	58	

FIG. 9

70

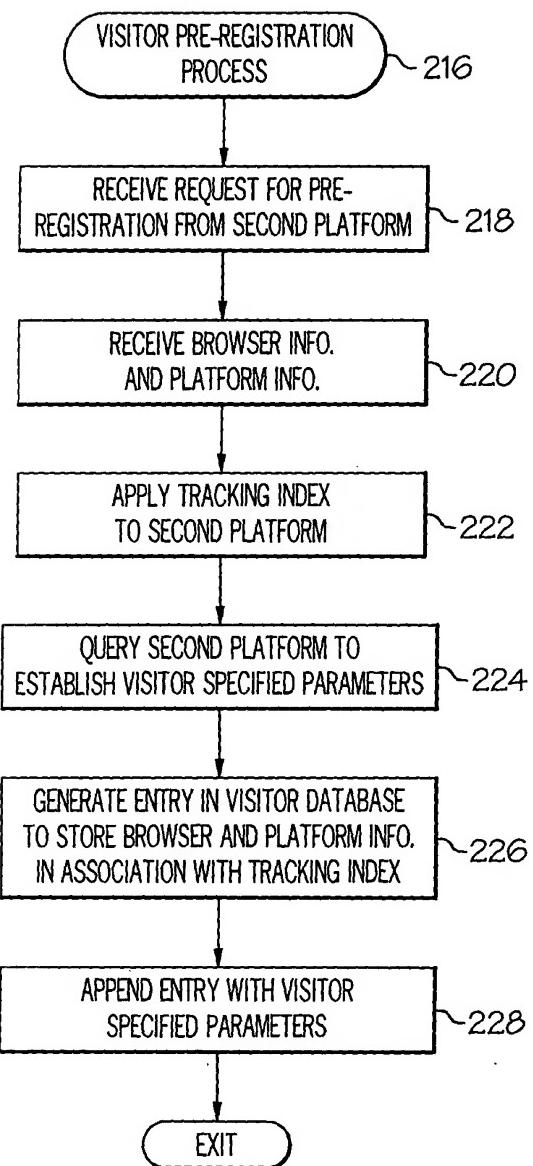
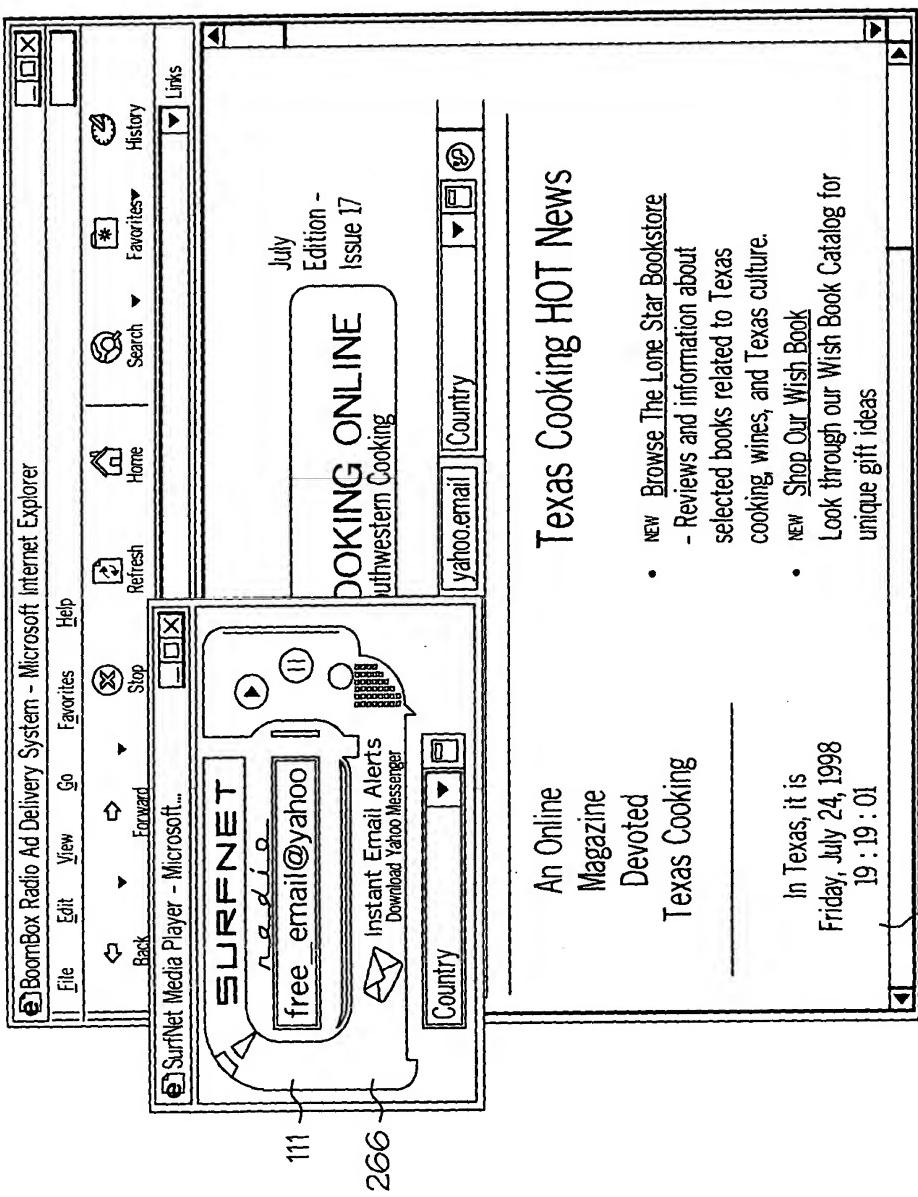


FIG. 10



34

48

FIG. 11

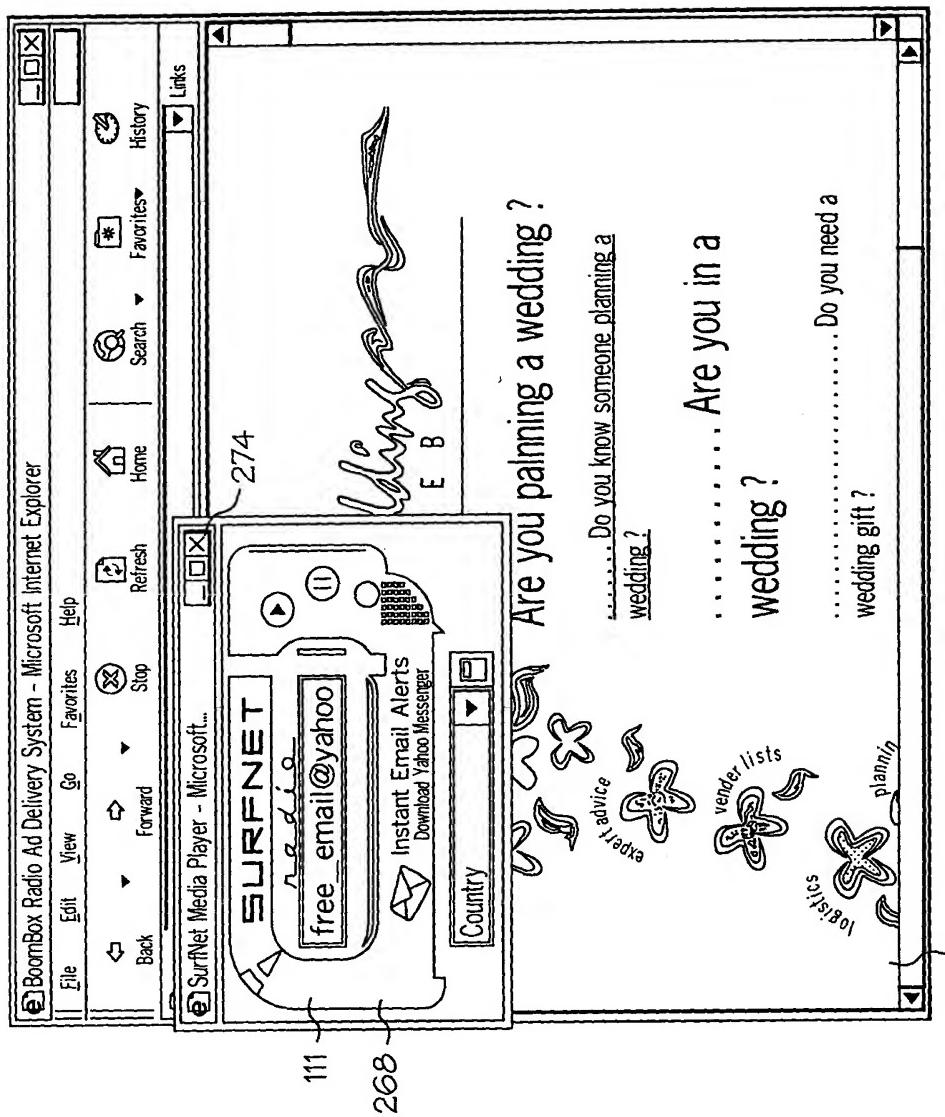


FIG. 12